

Jefferson County Comprehensive Plan Update (with Economic Development Emphasis)

AN EDUCATIONAL OVERVIEW

**Presented to:
The Jefferson County Board of Supervisors**

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Introduction and Purpose

- ❖ To present key content in the Jefferson County Comprehensive Plan Update (with Economic Development Emphasis)
- ❖ To provide summary information that will assist the County Board in understanding the context and rationale for the upcoming consideration of a County Board Resolution and Ordinance.
- ❖ To provide an educational overview of the two phases of this comprehensive plan update - Phase 1: Economic Development Vision and Phase 2: Assessment of the 1999 Plan (Agricultural Preservation and Land Use Plan).



Extensive Process for Reaching Unanimous Approval of 1999 Plan

- ❖ Jefferson County was the first county in Wisconsin to complete a comprehensive plan (Agricultural Preservation and Land Use Plan in 1999).
- ❖ This was a multi-year process with over 120 meetings, workshops, public forums, community surveys with over 5,000 respondents and widespread citizen involvement. Subsequently, the plan was unanimously approved by the County Board.



❖ **The Wisconsin Comprehensive Planning Act of 1999 (Smart Growth Law) requires that local comprehensive plans be revised every 10 years, so it was time for Jefferson County to prepare an updated comprehensive plan.**



Economic Development Emphasis Recognized as a Need

- ❖ An overall guide for community and County economic development for the Jefferson County Economic Development Consortium (JCEDC) had been called for since 2003.
- ❖ It had been recognized that the Economic Development Element of the 1999 Comprehensive Plan needed to be strengthened with a strong “Vision” for a future economy.
- ❖ The JCEDC took the lead in looking into an approach that could provide both a strengthened economic vision and plan for Jefferson County and its communities, and provide a mechanism for also preparing the required update of the County’s comprehensive plan.
- ❖ Jefferson County Zoning Department staff and Planning and Zoning Committee members became involved in the exploration of optional ways of proceeding.



Developed a Scope of Work and Retained a Planning Consultant for Plan Update

- ❖ The idea of preparing a two-phase approach to the Jefferson County plan update process was developed.
- ❖ This was called the Jefferson County Comprehensive Plan Update (with Economic Development Emphasis).
- ❖ Phase 1 would result in the development of an economic vision and catalytic strategies for Jefferson County and its communities. (A consultant had a significant role in this phase.)
- ❖ Phase 2 would be an assessment of and recommendations for the 1999 Comprehensive Plan. (This phase was an in-house/County Department led effort.)
- ❖ The overall update would also include an integration of Phases 1 and 2.



Developed a Customized Process for Phase 1 Economic Vision Based on Assets and Opportunities

From Assets Come Opportunities:

- ❖ Emerging economic opportunities were derived from Jefferson County's place-based key economic assets.
- ❖ The opportunities were derived from careful analysis and suggestions by economic development professionals, community leaders, focus group participants, economic development forum participants, thought-leaders from various sectors of the community, Steering Committee members and the general citizenry.



Developed a Customized Process for Phase 1 Economic Vision Based on Assets and Opportunities

Vision Building and Consensus Vision Statements:

- ❖ These opportunities were tested through a community “Strengths, Weaknesses, Opportunities and Challenges (SWOC) Analysis” process. Consensus Vision Statements emerged through this process.
- ❖ The consensus vision statements comprise the “agreed-upon” description of what the desired economic and community future should look like in Jefferson County and its communities. These vision statements provide rich detail and deep insights about what is valued in Jefferson County.



Public Participation Plan Approved by County Board and Others

- ❖ The Public Participation Plan represents the written procedure designed to foster public participation, including open discussion, communication programs, information services and public meetings for which advance notice has been provided, in every stage of the preparation of this comprehensive plan update for Jefferson County.
- ❖ The approach provides wide-ranging opportunities for involvement that used UW-Extension resources to enable a range of desired involvement from 1) Public Awareness (primarily media sources), 2) Public Education (community forums, displays, resource documents, 3) Public Input (focus group workshops, interviews, facilitated workshops, visioning sessions) and 4) Public Partnership (convened Steering Committee, Core Group, JCEDC Board, Planning and Zoning Committee).
- ❖ Approach approved by Planning and Zoning Committee, JCEDC Board and County Board, and follows State Statute requirements in Section 66.1001.



Process Guided by Core Group of County Officials

The Core Group reviewed and agreed to all work products and outputs throughout the plan process. This Coordinating Committee consisted of:

Core Team Members (Coordinating Committee)

Chairman Ron Krueger – *Mayor, City of Watertown*

Chairman Paul Moderacki – *Administrator, Village of Johnson Creek (former member)*

Greg David – *Jefferson County Board of Supervisors*

William Dovi – *JCEDC Representative, City of Waterloo*

Steve Grabow – *Community Development Educator and Professor, UW-Extension*

Rob Klotz - *Jefferson County Director of Planning & Zoning*

Bruce Haukom – *Jefferson County Director of Planning & Zoning (former member)*

Augie Tietz – *Jefferson County Board of Supervisors*

Project Manager

Dennis Heling, *Executive Director, JCEDC*

Economic Positioning Consultant

Vandewalle and Associates, Inc.



Phase 1 Process Policy Oversight and Content Approval By a Steering Committee of Local Business Leaders and JCEDC Board

A Steering Committee of local business leaders and the JCEDC Board of Directors were actively involved in the process and approved the Phase 1 Economic Vision and Positioning Framework Initiative. The Steering Committee consisted of:

Phase 1: Economic Vision and Positioning Framework Initiative

Steering Committee Members

Charlie DuBois – *President, Standard Process Inc.*

Rick Goetz – *Standard Process Inc.*

Kathy Heady – *Wisconsin Department of Commerce*

Catherine Kleiber – *Agri-Business Representative*

Steve Lewis – *Jefferson Area Business Center*

Paul S. Olsen – *President, Spacesaver Corporation*

Mary Nimm – *City of Whitewater*

And the JCEDC Board of Directors:

Chairman Ron Krueger – *Mayor, City of Watertown*

Vice Chairman Steve Wilke – *City Manager, City of Lake Mills*

Secretary William Dovi - *City of Waterloo*

Tim Freitag – *City Administrator, City of Jefferson*

Paul Moderacki – *Village Administrator, Village of Johnson Creek (former member)*

John Wilmet – *City Manager, City of Fort Atkinson*

Augie Tietz – *Jefferson County Board of Supervisors*

Jim Schroeder – *Jefferson County Board of Supervisors*

Mary Delaney – *Jefferson County Board of Supervisors*

Carol Ward Knox – *Jefferson County Board of Supervisors (former member)*

Scott Seefeldt – *Jefferson County Board of Supervisors (former member)*

Gail Towers MacAskill – *Jefferson County Board of Supervisors (former member)*



Economic Development Vision Presented at Many Community Events and Unveiled at a Major Economic Vision Forum

- ❖ **A major Jefferson County summit entitled: “Economic Development in Action...Shaping a 21st Century” was held on April 29, 2009 with over 80 community participants after widespread media coverage.**
- ❖ **Presenters at the forum included former County Board Chair Schmeling, JCEDC Board Chair Krueger, the Consultant and representatives of the Core Group.**
- ❖ **The forum enabled distribution of the Phase 1 report on the Jefferson County Economic Vision (The Storybook), and also involved break-out sessions.**
- ❖ **Strong support for the new Economic Vision was evident.**



Jefferson County Assets and Emerging Opportunities

Jefferson County

Key Assets



Emerging Economic Opportunity Framework

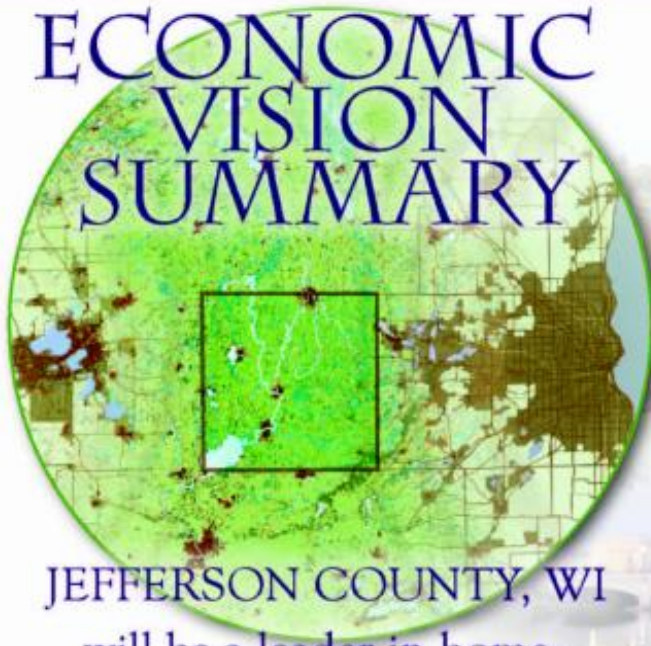
INNOVATION CONNECTIONS	Leverage proximity and connect business and ideas to R&D, higher education institutions, and economic initiatives
FOOD CHAIN & AGRICULTURE	Grow local food production and processing, targeting regional market of 11 million people
TOURISM	Make Jefferson County the "close to home" tourism destination
SMALL-TOWN LIVING	Celebrate and enhance small community living to attract talent, focus on downtowns, schools, sustainability and healthy living
BIOENERGY	Investigate bioenergy and waste-to-energy opportunities with market leaders
WATER	Investigate Rock River Basin as a rural urban model for water management and quality, flood control, and regional water exchange
ADV. MANUFACTURING ENERGY & ELECTRICAL	Investigate energy efficiency and new product opportunities with electrical technology businesses, talent and entrepreneurs
SUSTAINABLE SYSTEMS	Develop innovative, sustainable energy transportation, & systems approaches to help business, communities become more efficient & sustainable
HEALTH CARE	Promote healthy communities and wellness initiatives

Vision



Economic Vision Summary, Vision Statements by Focus Area and Broad Strategies

ECONOMIC VISION SUMMARY



JEFFERSON COUNTY, WI
will be a leader in home-grown business development and innovation linkage, agricultural enterprises, and healthy small-town living.

1

Home-grown business

GROW our own businesses and help existing industries compete locally and globally through strong innovation links and local networks

- The County, UW-System and UW-Whitewater will have a network of higher education, government and business communities focused on innovative forces.
- We will have new international markets based on opportunities in India, China, and other countries.
- We will have a diverse mix of manufacturing industries recognizing our prominence in advanced manufacturing, food products, the service and health care sectors, while taking advantage of our proximity to knowledge and innovation centers in Milwaukee and Madison.

2

Enterprising agriculture

EXPAND agricultural, food and bio-energy businesses to capture growing regional and national demand

- The County will have a continued foundation of commercial agriculture complemented by niche or value-added agribusiness, food processing, bio-energy and new food businesses to address the market responsiveness of Jefferson County agriculture to the region and the world.

3

Small-town magnetism

ATTRACT top talent by enhancing small town living, strengthening the natural resource system, and becoming a close-to-home tourism destination

- We will have a foundation of long-time established businesses that value and are committed to their Jefferson County and local community presence.
- The County will have new, large natural resource-oriented parks connected by a network of bike paths, trails and silent sport recreation destinations, and will have an authentic and innovative package of tourism attractions linked by a comprehensive county wayfinding system.
- We will have strong community centers or "destination downtowns" in each of the communities that comprise the "heart and soul" of the community that contribute to the economic health through destination retail.
- We will have an integrated health care system for major hospital care and other patient needs.
- We will have citizenry embracing a wellness, fitness lifestyle and a cultural and physical environment exhibiting healthy living.



Other Resources on Phase 1 Economic Vision and Catalytic Strengths

- ❖ See Handout of Economic Vision Summary
- ❖ See hard copy document of full report entitled: *Jefferson County Comprehensive Plan Update (with Economic Development Emphasis)*
- ❖ See on-line copy of Plan at:
http://www.jeffersoncountywi.gov/UserFiles/ZoningandPlanning/files/plan2010/JeffersonCountyComprehensivePlanUpdatewithEconomicEmphasis2009_2010



Phase 2 Assessment of 1999 Plan led by County staff, County Planning and Zoning Committee and Town Government Representatives

- ❖ Extensive Monitoring, routine assessments and formal assessments of the 1999 Plan (Agricultural Preservation and Land Use Plan) were performed by County Department staff, the Planning and Zoning Committee and by representatives of Town government, a key partner.

Phase 2: Comprehensive Plan Assessment

Jefferson County Planning and Zoning Committee:

Greg David, County Board Supervisor

Steve Nass County Board Supervisor

Don Reese, County Board Supervisor

Amy Rinard, County Board Supervisor

Rick Kuhlman, County Board Supervisor

Richard Jones, County Board Supervisor (former member)

Lloyd Zastrow, County Board Supervisor (former member)



Phase 2 Assessment of 1999 Plan led by County staff, County Planning and Zoning Committee and Town Government Representatives

Phase 2: Comprehensive Plan Assessment

Other Important Contributors:

Jefferson County Town Boards

Jefferson County Farmland Conservation Easement Commission

Jefferson County Staff Resources:

Jefferson County Zoning Department

University of Wisconsin-Extension, Jefferson County Office

Jefferson County Land Information Department

Jefferson County Corporation Counsel

Recognition of the Many Participants in Integration of Phase 1 and Phase 2

The plan acknowledges the many participants (over 200 direct participants) in both phases of plan development including local community and economic organizations, advisors to the JCEDC, community business thought-leaders and the many citizens who diligently participated in the numerous interviews, public workshops, visioning processes, focus groups, community presentations and a variety of other approaches necessary for meaningful public involvement.



Steps in Plan Assessment

There were four steps in the assessment of the 1999 Plan.

1. Analysis by the Planning and Zoning staff on the effectiveness of the Jefferson County Agricultural Preservation and Land Use Plan (Comprehensive Plan)
2. Proceedings Report from Jefferson County Planning and Zoning Committee Monitoring and Assessment Workshop (December 2008 – March 2009)
3. Proceedings Report from Town Board and Town Planning Commission Monitoring and Assessment Workshop (December 2008 – March 2009)
4. Integration of Jefferson County Comprehensive Plan (Agricultural Preservation and Land Use Plan, 1999) with Jefferson County Comprehensive Plan Update (with Economic Development Emphasis)



County Staff, Policy Committee and Town Government All Affirm and Recommend Retaining Key Provisions in 1999 Plan

The Planning and Zoning Committee and Town representatives concluded that the plan is working very effectively:

- ❖ The existing plan is still relevant, sound and should remain in effect.**
- ❖ Countywide zoning as currently exists, should be maintained (and provide the regulatory and technical basis, while still enabling customized Town plans).**
- ❖ The existing plan reflects the values expressed by the citizens and their representatives based on the rigorous planning processes (previous and current).**



Suggested Plan Implementation Activity is Included for Both Phase 1 (Economic Vision and Strategies) and Phase 2 (Agricultural Preservation and Land Use)

- ❖ This plan should be implemented as a continuing guide for a wide variety of specific actions including the wide-ranging and day-to-day decisions by the Jefferson County Planning and Zoning Committee, the County Board of Supervisors, JCEDC Board and staff, other County committees, commissions and groups.
- ❖ This plan shall serve as a "blue-print" for a wide range of decisions involving zoning and land division regulation, economic development planning, transportation planning, community facilities siting, park and recreation area improvements, environmental protection, and other functions of County government (required as an essential part of the Wisconsin Comprehensive Planning Law, Chapter 66 of Wisconsin Statutes).
- ❖ Further implement Phase 2 through the approval of the Farmland Preservation Plan (currently underway) as required by Chapter 91 of Wisconsin Statutes.
- ❖ And finally, implementation of this plan will move the “many communities” in Jefferson County toward the agreed upon summary vision statement which says: *“Jefferson County will be a leader in home-grown business development and innovation linkage, agricultural enterprises and healthy small-town living.”* (Optional Paragraph)



Review and Adoption of This Plan

- ❖ **The Jefferson County Comprehensive Plan Update (with Economic Development Emphasis) had significant review and interim approvals throughout its multi-year process.**
- ❖ **Some of the review activities have already taken place and some are pending formal, required review and adoption sessions. Since the plan has been developed in two phases, reference is made to Phase 1 (Economic Vision) and Phase 2 (Assessment and Integration of Existing Plan).**



Review and Adoption of This Plan

Chapter 5 includes the plan review and adoption processes, a process for plan monitoring and the methods for plan amendment in the future. Key steps in plan review have included and will include:

Prior Review and Interim Approvals

- ❖ Phase 1 and Phase 2 followed a Public Participation Plan approved by approved by the JCEDC Board and County Board (See Appendix in Plan).
- ❖ Phase 1 and Phase 2 guided by Core Group which included JCEDC Board members, JCEDC staff, UW-Extension resources and County Zoning; this Core Group reviewed all work products and output throughout the plan process (agreement by consensus).



Review and Adoption of This Plan

Prior Review and Interim Approvals (cont.)

- ❖ Phase 1 oversight and approval by Steering Committee (in principle).
- ❖ Phase 1 approved by JCEDC Board (in principle).
- ❖ Phase 1 presented at a Community Forum (April 2009).
- ❖ Phase 2 approved by JCEDC Board (October 2009).
- ❖ Phase 2 considered by Planning and Zoning Committee (November 2009).
- ❖ Complete Plan Update Document approved by JCEDC Board (September 2010).
- ❖ Complete Plan Update Document approved by Planning and Zoning Committee (September 2010).



Review and Adoption of This Plan

Other Review, Approval and Adoption

- ❖ Formal hearings on Complete Plan Document convened per Statute (joint meeting of JCEDC, Planning and Zoning Committee and County Board) (November 2010).
- ❖ Formal County Board action taken on Complete Plan Document (December 2010).



Follow-Up by County Board Members from This Educational Program

- ❖ If more detail is desired, review documents referenced from earlier slide:
 - See handout of Economic Vision Summary
 - See hard copy document of full report entitled: *Jefferson County Comprehensive Plan Update (with Economic Development Emphasis)*
 - See on-line copy of Plan
- ❖ Feel free to set up time for a sit-down with staff (Dennis, Rob, Steve) or other Supervisors who have been involved with these processes.
- ❖ Thank you for your interest and leadership in this important initiative for the County's future.